

FiveThirtyEight Display

Tagboard

Main Contact: Nate Silver
Front End Designer: Morgan Evans

Introduction

Hi Mr. Silver,

I'm really looking forward to working on this project! I just have some questions that I'd like to go over with you first, and have written down my presumed assumptions and objectives based on the specs you sent me, so feel free to comment and correct me where I'm misled. Also just ask if you need clarification on anything, or redirect me to the appropriate person for anything you cannot answer. I'm going to give you editor permissions on this document so you can type directly on it to make things easier.

Thank you and we'll be in touch!

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Assumptions

- The backend server for the website is already set up to properly show the display and execute the provided code.
- The necessary technology for the show will already be in place, and all I need to provide is the finalized designs and code.

Objectives

- Create a custom display to reference polling data on the FiveThirtyEight show and dedicated website. The display needs to:
 - Show to-date and real-time poll data across the USA between the Republican, Democratic and Independent presidential nominees.
 - Pull the most current social media posts, primarily from Facebook and Twitter, as Mr. Silver discusses the significance of poll changes.
 - Incorporate an interactive element added to his show via audience votes on social media using one of three hashtags (#538Democrat, #538Republican, #538Independent).

General Questions

- On a scale from 1-5, with 1 being not familiar at all and 5 being very knowledgeable and familiar, how familiar are you with Tagboard's products and what the company does? Do you have any clarifying questions for me before beginning?

NS: Very familiar. We at ESPN have worked with Tagboard in the past.

- What is your preferred form of communication?

NS: Email works great for quick communication. Also happy to hop on a call for a presentation, etc.

- Do you have a hard date that you need this project done by?

NS: October 1, 2016. We will need about a month in advance for running the show.

Design Questions

- What are the hex codes of the colors you want to be used? And what is their color hierarchy (primary, secondary, tertiary)?
 - `rgb(255,102,45)` - Orange
 - `rgb(6,3,1)`
 - `rgb(53,53,93)` - Dark Gray
 - `rgb(136,138,141)` - Light Gray
 - `rgb(34,34,34)`
- What assets do I need to use and where can I find them? Logos, icons, general graphics, etc.
 - Logo 1:
http://1.bp.blogspot.com/-aNbAknNX1yk/VD_KKT6L6tI/AAAAAAAAAkc/b1QBjTU6X5E/s1600/fivethirtyeight.png
 - Logo 2:
<http://www.emblemetric.com/wp-content/uploads/2014/03/538.png>
- What font(s) do you use and what sizes do you use for different features?
 - NS: We'll defer to your to use Google Fonts for this project
- What are the desired dimensions for the website's extension? And where on the site will the display go?

NS: For the website we'll go with max 1440px for the width - the height should be flexible.
- Are you familiar with [Tagboard Extensions](#)? If so, is this something that you would be interested in utilizing in order to track the desired hashtags and display their respective posts on the 538 site?

**NS: Yes we are familiar
- What screen sizes do you want me to account for other than television and desktop (tablet, mobile website, mobile app, etc.)? For a mobile site and app, do you want me to design for both Android and iOS?
 - NS: For the television display, lets just design for a standard screen - 16:9 title safe area.
 - NS: For mobile site, yes that would be great - however please consider that most folks will be viewing it via their browser so this design should be responsive.

- Do you want all of the display's features to be aligned on one "screen", or have their own separate screens with the ability to click back and forth? (e.g. to-date poll data across the USA on one screen, social media posts on another separate screen and the interactive element on another)

NS: That's up to you - would love to see your recommendation!

- You mention that social media posts will primarily be pulled from Facebook and Twitter. Are there other social media mediums that I need to account for?

- What keywords do you want the code to search for in order to pull and display the respective posts?

- NS: #538Democrat, #538Republican, #538Independent

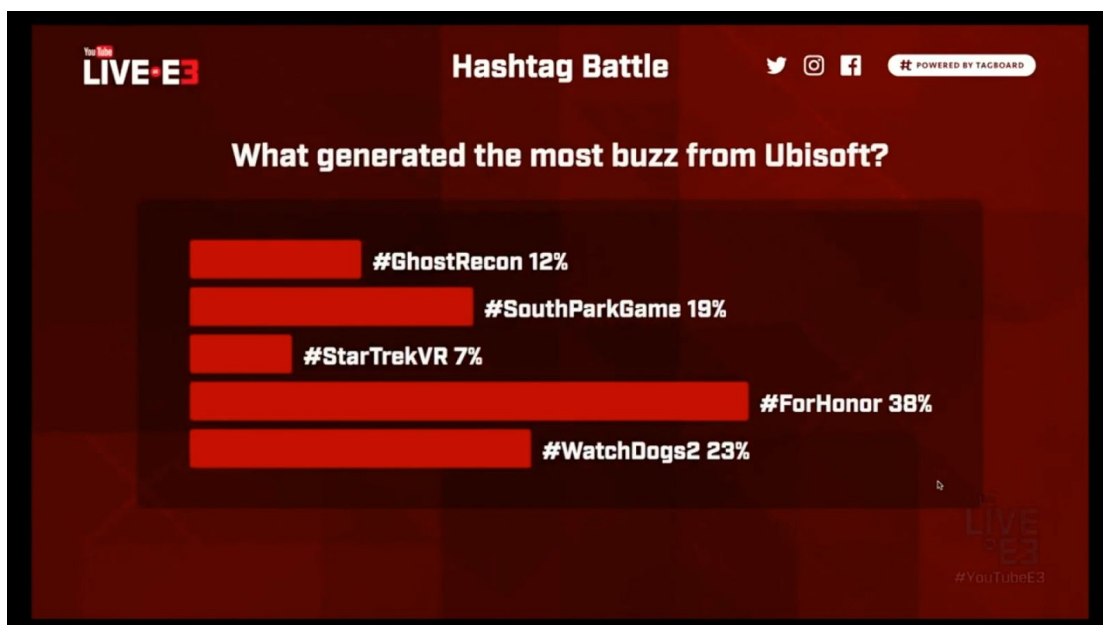
- NS: Most of our users are engaging with 538 via Facebook and Twitter - we're less interested in picture posts and more interested in people's responses.

- Do you have any graphs, charts or general designs already in mind for any part of the display that I should know about? Written ideas, sketches, etc.

NS: No we don't. Would love to see what you come up with. Feel free to reference our blog.

- Are you familiar with Tagboard's "Hashtag Battles" display? Is this something that you'd be interested in pursuing for the interactive hashtag element? (see example below)

NS: No, but this feels exactly like what we're looking for!



Technical Questions

- Are there any FiveThirtyEight/ ESPN/etc APIs that I should know about for the development process?

NS: No.

- Are there any programming languages that you prefer I use over others/don't use at all? I am proficient in HTML, CSS, JavaScript, PHP, jQuery, AngularJS, AJAX and Java.

NS: We're open to any front end technology that you recommend for this project.

- Is there any starter code you want to provide me with or that I can access via Github?

NS: Thu will follow up and set your up with some starter code.